									Sheet <u>1</u> of
U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE					ATTY. DOCKET NO. DEM1P004	S	SERIAL NO. 09/741,957		
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56					APPLICANT Delurgio et al.				
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EXAMINER INITIAL*		DOCUMENT NUMBER	DATE		NAME	CLAS	SS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	7,062,447	06/13/06		Valentine et al.				
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CA Mulhern et al. "Measuring Market Response to Price Changes: A Classification Approach". J BUSN RES 1995:33.197-205.									
EXAMINER					DATE CONSIDERED				

<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.